

1    What is claimed is:

2    1.    A method of enabling a third-party purchase, said method comprising:  
3           receiving, via a first communications device, an instruction from a purchaser to  
4           purchase at least one product or service for a prospective recipient at a venue designated  
5           to provide said product or service to said recipient in person, said instruction comprising  
6           data identifying at least said recipient, said product or service, and said venue;  
7           sending to said venue, via a second communications device, data identifying at  
8           least said recipient and said product or service.

9    2.    A method as claimed in claim 1, further comprising sending to said recipient, via  
10      a third communications device, data identifying at least said venue and said product or  
11      service.

12   3.    A method as claimed in claim 2, further comprising sending to said recipient an  
13      electronic message composed or selected by said purchaser.

14   4.    A method as claimed in claim 3, wherein said message includes at least one data  
15      type selected from the group consisting of: text, audio, video, image, multimedia, SMS,  
16      and MMS message.

17   5.    A method as claimed in claim 2, further comprising permitting said recipient to  
18      respond affirmatively to a query whether to initiate a reciprocal purchase by said  
19      recipient for said purchaser.

20   6.    A method as claimed in claim 1, wherein said first communications device is at a  
21      physical location remote from said venue at the time of said purchase.

22   7.    A method as claimed in claim 1, wherein said third communications device is  
23      located physically at or near said recipient.

1       8.     A method as claimed in claim 1, wherein said second communications device is  
2     located physically at or near said venue.

3       9.     A method as claimed in claim 1, wherein said purchaser is a person other than  
4     said recipient.

5       10.    A method as claimed in claim 1, wherein at least one said communications device  
6     is in communication with another said communications device via a wireless network.

7       11.    A method as claimed in claim 1, wherein said venue is a vendor of beverages, and  
8     wherein said product is a beverage.

9       12.    A method as claimed in claim 1, further comprising sending to said recipient a  
10    claim code for identifying said product or service and said recipient at said venue.

11      13.    A method as claimed in claim 1, wherein at least one said communications device  
12    is a mobile telephone, PDA, handheld or laptop computer.

13      14.    A method as claimed in claim 1, further comprising sending to said purchaser a  
14    message on behalf of said recipient, said message suggesting at least a product, service,  
15    or venue specified by said recipient.

16      15.    A method as claimed in claim 1, further comprising identifying or detecting said  
17    recipient using an RFID token.

18      16.    A method as claimed in claim 1, further comprising displaying a list of venues;  
19    and

20            permitting said purchaser to specify one of said list of venues as said designated  
21    venue.

22      17.    A method as claimed in claim 16, further comprising displaying for one of said  
23    venues at least one data item selected from the group consisting of: venue name, address,

1      telephone, email, nearest subway or bus stop, website URL, hours of operation,  
2      description of venue, venue category, products or services sold by said venue, pricing  
3      schedule, daily event information, cover charge, and venue rating.

4      18.     A method as claimed in claim 1, further comprising displaying a list of  
5      individuals; and

6                permitting said purchaser to specify one of said individuals as said prospective  
7      recipient.

8      19.     A method as claimed in claim 18, wherein said list of individuals is generated  
9      based on the identification or detection of at least one RFID token corresponding to at  
10     least one said individual.

11     20.     A method as claimed in claim 1, further comprising processing a payment for said  
12     purchaser based on said instruction.

13     21.     A method as claimed in claim 1, further comprising storing an account balance for  
14     said purchaser; and

15                debiting or crediting said account balance based on said instruction.

16     22.     A method as claimed in claim 1, wherein said instruction further comprises a  
17     delivery date and/or time; and

18                wherein said sending step is performed according to said delivery date and/or  
19     time.

20     23.     A method as claimed in claim 1, wherein said instruction is for a plurality of said  
21     goods or services, for a plurality of said venues, or for a plurality of said recipients.

22     24.     A method as claimed in claim 1, wherein said venue comprises a plurality of  
23     establishments at a plurality of physical locations.

1    25.    A system for enabling third-party purchases, said system comprising: ✓  
2                a processor;  
3                at least one memory coupled to said processor; and  
4                at least one network interface coupled to said processor, said at least one network  
5                interface in communication with a first communications device and a second  
6                communications device;

7                wherein said memory contains computer-readable instructions for said processor  
8                to:

9                (a) receive an instruction from a purchaser to purchase at least one product or  
10          service for a prospective recipient at a venue designated to provide said product or  
11          service to said recipient in person, said purchase instruction comprising data identifying  
12          at least said recipient, said product or service, and said venue; and  
13                (b) send, to said venue, data identifying at least said recipient and said product or  
14          service.

15    26.    A system as claimed in claim 25, wherein said memory further contains  
16          computer-readable instructions for said processor to send, to said recipient, data  
17          identifying at least said venue and said product or service.

18    27.    A system as claimed in claim 26, wherein said memory further contains  
19          computer-readable instructions for said processor to send to said recipient an electronic  
20          message composed or selected by said purchaser.

21    28.    A system as claimed in claim 27, wherein said message includes at least one data  
22          type selected from the group consisting of: text, audio, video, image, multimedia, SMS,  
23          and MMS message.

1       29.    A system as claimed in claim 26, wherein said memory further contains  
2       computer-readable instructions for said processor to permit said recipient to respond  
3       affirmatively to a query whether to initiate a reciprocal purchase by said recipient for said  
4       purchaser.

5       30.    A system as claimed in claim 25, wherein said purchaser is a person other than  
6       said recipient.

7       31.    A system as claimed in claim 25, wherein said venue is a vendor of beverages,  
8       and wherein said product is a beverage.

9       32.    A system as claimed in claim 25, wherein said memory further contains  
10      computer-readable instructions for said processor to send to said recipient a claim code  
11      for identifying said product or service and said recipient at said venue.

12      33.    A system as claimed in claim 25, wherein at least one said communications  
13      device is a mobile telephone, PDA, handheld or laptop computer.

14      34.    A system as claimed in claim 25, wherein said memory further contains  
15      computer-readable instructions for said processor to send to said purchaser a message on  
16      behalf of said recipient, said message suggesting at least a product, service, or venue  
17      specified by said recipient.

18      35.    A system as claimed in claim 25, wherein said memory further contains  
19      computer-readable instructions for said processor to identify or detect said recipient using  
20      an RFID token.

21      36.    A system as claimed in claim 25, wherein said memory further contains  
22      computer-readable instructions for said processor to (a) display a list of venues, and (b)

1 permit said purchaser to specify a venue from said list of venues as said designated  
2 venue.

3 37. A system as claimed in claim 25, wherein said memory further contains  
4 computer-readable instructions for said processor to display for one of said venues at  
5 least one data item selected from the group consisting of: venue name, address,  
6 telephone, email, nearest subway or bus stop, website URL, hours of operation,  
7 description of venue, venue category, products or services sold by said venue, pricing  
8 schedule, daily event information, cover charge, and venue rating.

9 38. A system as claimed in claim 25, wherein said memory further contains  
10 computer-readable instructions for said processor to (a) display a list of individuals, and  
11 (b) permit said purchaser to specify one of said individuals as said prospective recipient.

12 39. A system as claimed in claim 38, wherein said memory further contains  
13 computer-readable instructions for said processor to generate said list of individuals  
14 based on the identification or detection of at least one RFID token corresponding to at  
15 least one said individual.

16 40. A system as claimed in claim 25, wherein said memory further contains  
17 computer-readable instructions for said processor to process a payment for said purchaser  
18 based on said instruction.

19 41. A system as claimed in claim 25, wherein said memory further contains  
20 computer-readable instructions for said processor to (a) store an account balance for said  
21 purchaser, and (b) debit or credit said account balance based on said instruction.

22 42. A system as claimed in claim 25, wherein said instruction further comprises a  
23 delivery date and/or time; and

1           wherein said instruction to send is performed according to said delivery date  
2       and/or time.

3       43.      A system as claimed in claim 25, wherein said instruction is for a plurality of said  
4       goods or services, for a plurality of said venues, or for a plurality of said recipients.

5       44.      A system as claimed in claim 25, wherein said venue comprises a plurality of  
6       establishments at a plurality of physical locations.

7       45.      A method of enabling a third-party purchase, said method comprising:  
8                  receiving, as a first communications event, an instruction from a purchaser to  
9       purchase at least one product or service for a prospective recipient at a venue designated  
10      to provide said product or service to said recipient in person, said instruction comprising  
11      data identifying at least said recipient, said product or service, and said venue;  
12                  sending to said venue, as a second communications event, data identifying at least  
13      said recipient and said product or service.

14      46.      A method as claimed in claim 45, further comprising sending to said recipient, as  
15      a third communications event, data identifying at least said venue and said product or  
16      service.

17      47.      A method as claimed in claim 46, further comprising sending to said recipient an  
18      electronic message composed or selected by said purchaser.

19      48.      A method as claimed in claim 47, wherein said message includes at least one data  
20      type selected from the group consisting of: text, audio, video, image, multimedia, SMS,  
21      and MMS message.

- 1    49.    A method as claimed in claim 46, further comprising permitting said recipient to  
2    respond affirmatively to a query to initiate a reciprocal purchase by said recipient for said  
3    purchaser.
- 4    50.    A method as claimed in claim 45, wherein said first communications event is  
5    initiated at a physical location remote from said venue at the time of said purchase.
- 6    51.    A method as claimed in claim 45, wherein said venue comprises a plurality of  
7    establishments at a plurality of physical locations.
- 8    52.    A method as claimed in claim 45, wherein said second communications event is  
9    initiated physically at or near said venue.
- 10    53.    A method as claimed in claim 45, wherein said purchaser is a person other than  
11    said recipient.
- 12    54.    A method as claimed in claim 45, wherein at least one said communications event  
13    is transmitted, at least in part, via a wireless network.
- 14    55.    A method as claimed in claim 45, wherein said venue is a vendor of beverages,  
15    and wherein said product is a beverage.
- 16    56.    A method as claimed in claim 45, further comprising sending to said recipient a  
17    claim code for identifying said product or service and said recipient at said venue.
- 18    57.    A method as claimed in claim 45, wherein at least one said communications event  
19    is initiated by a mobile telephone, PDA, handheld or laptop computer.
- 20    58.    A method as claimed in claim 45, further comprising sending to said purchaser a  
21    message on behalf of said recipient, said message suggesting at least a product, service,  
22    or venue specified by said recipient.

1       59.     A method as claimed in claim 45, further comprising displaying a list of venues;  
2     and

3                 permitting said purchaser to specify one of said list of venues as said designated  
4     venue.

5       60.     A method as claimed in claim 59, further comprising displaying for one of said  
6     venues at least one data item selected from the group consisting of: venue name, address,  
7     telephone, email, nearest subway or bus stop, website URL, hours of operation,  
8     description of venue, venue category, products or services sold by said venue, pricing  
9     schedule, daily event information, cover charge, and venue rating.

10      61.     A method as claimed in claim 45, further comprising displaying a list of  
11    individuals; and

12                 permitting said purchaser to specify one of said individuals as said prospective  
13    recipient.

14      62.     A method as claimed in claim 45, further comprising processing a payment for  
15    said purchaser based on said instruction.

16      63.     A method as claimed in claim 45, further comprising storing an account balance  
17    for said purchaser; and

18                 debiting or crediting said account balance based on said instruction.

19      64.     A method as claimed in claim 45, wherein said instruction further comprises a  
20    delivery date and/or time; and

21                 wherein said sending step is performed according to said delivery date and/or  
22    time.

- 1       65.     A method as claimed in claim 45, wherein said instruction is for a plurality of said  
2     goods or services, for a plurality of said venues, or for a plurality of said recipients.
- 3       66.     A method of providing instant reciprocity for a purchase, said method comprising:  
4              storing an instant reciprocity preference for said first user comprising at least one  
5     product or service predetermined by said first user;  
6              enabling said first user to initiate the purchase of at least one product or service  
7     for said second user; and  
8              enabling said second user to initiate a reciprocal purchase for said first user based,  
9     at least in part, on said stored instant reciprocity preference for said first user.
- 10      67.     A method as claimed in claim 66, further comprising notifying said second user of  
11    the initiation of said purchase by said first user.
- 12      68.     A method as claimed in claim 66, wherein said first user initiates said purchase  
13    either by a single keypress on a communications device or by an affirmative response to a  
14    query whether to initiate a reciprocal purchase.
- 15      69.     A method as claimed in claim 66, said method further comprising:  
16              storing an instant reciprocity preference for said second user comprising at least  
17    one product or service predetermined by said second user; and  
18              enabling said first user to initiate a reciprocal purchase for said second user based,  
19    at least in part, on said stored instant reciprocity preference for said second user.
- 20      70.     A method as claimed in claim 69, further comprising notifying said first user of  
21    the initiation of said purchase by said second user.

- 1    71.    A method as claimed in claim 69, wherein said second user initiates said purchase  
2    either by a single keypress on a communications device or by an affirmative response to a  
3    query whether to initiate a reciprocal purchase.
- 4    72.    A method of maintaining a venue directory, said method comprising:  
5                storing a list of venues and an associated set of venue data corresponding to each  
6    said venue, said venue data comprising at least a first data item and a second data item for  
7    each said venue;  
8                receiving data from a user of a first user type;  
9                updating said first data item based on said data provided by said first user;  
10          receiving data from a user of a second user type; and  
11          updating said second data item based on said data provided by said second user.
- 12    73.    A method as claimed in claim 72, wherein one of said users or said user types is a  
13    venue employee or agent, and the other of said users or said user types is a venue patron.
- 14    74.    A method as claimed in claim 73, wherein at least a portion of the data provided  
15    by said venue patron is rating data for said venue.
- 16    75.    A method as claimed in claim 72, wherein said venue data includes at least one  
17    item selected from the group consisting of: address, telephone, email, nearest subway or  
18    bus stop, website URL, hours of operation, description of the venue, category of the  
19    venue, product and/or pricing information, event information, cover charge information,  
20    and admissions policy information.
- 21    76.    A method of providing location-based services comprising:  
22                providing tokens to a plurality of individuals;

1           disposing a plurality of token detectors at a plurality of geographically-distributed  
2       venues; and

3           determining the geographic position of at least one said individual by identifying  
4       the presence of said individual at one of said venues when the corresponding said token  
5       detector at said venue detects the presence of said token corresponding to said individual.

6     77.    A method as claimed in claim 76, wherein said token is an RFID token and said  
7       token detector is an RFID transceiver.

8     78.    A method as claimed in claim 76, further comprising sending a message to said  
9       individual via a communications device other than said token, when the presence of said  
10      individual is identified at a predetermined one of said venues.

11    79.    A method as claimed in claim 76, further comprising plotting and displaying on a  
12      map the geographic positions of said individuals whose presence is identified at one or  
13      more of said venues.

14    80.    A system for providing location-based services comprising:

15       a plurality of tokens corresponding to a plurality of individuals;  
16       a plurality of token detectors disposed at a plurality of geographically-distributed  
17      venues;

18       a computer comprising a processor having coupled thereto a display device, at  
19      least one memory, and at least one network interface, said at least one network interface  
20      in communication with said plurality of token detectors;

21       wherein said memory of said computer contains computer-readable instructions  
22      for said processor to determine the geographic position of at least one said individual by  
23      identifying the presence of said individual at one of said venues when the corresponding

1 said token detector at said venue detects the presence of said token corresponding to said  
2 individual.

3 81. A method as claimed in claim 80, wherein said token is an RFID token and said  
4 token detector is an RFID transceiver.

5 82. A method of providing location-based services comprising:  
6 providing tokens to a plurality of individuals; and  
7 determining the geographic position of at least one said individual by using at  
8 least one token detector to identify the presence of said individual at one of a plurality of  
9 geographically-distributed venues having said token detectors disposed thereat, said  
10 token detectors being adapted to transmit data regarding said identified tokens over a first  
11 network.

12 83. A method as claimed in claim 82, wherein said token is an RFID token and said  
13 token detector is an RFID transceiver.

14 84. A method as claimed in claim 82, further comprising transmitting said geographic  
15 position of said at least one individual to a user via a second network.

16 85. A method as claimed in claim 82, further comprising transmitting to a user, via a  
17 second network, a map of the geographic positions of said individuals whose presence is  
18 identified at one or more of said venues.

19 86. A method of providing location-based marketing services comprising:  
20 providing tokens to a plurality of individuals;  
21 determining whether at least one said individual is present at a geographic  
22 position using at least one token detector disposed at said geographic position; and

1       if said individual is present at said geographic position, initiating a marketing or  
2       advertising activity directed at said individual.

3       87.      A method as claimed in claim 86, wherein said token is an RFID token and said  
4       token detector is an RFID transceiver.

5       88.      A method of providing location-based marketing services comprising:

6               providing tokens to a plurality of individuals;

7               determining whether at least one said individual is present at a geographic

8       position using at least one token detector disposed at said geographic position; and

9               if said individual is present at said geographic position, transmitting data

10          indicating the presence of said individual to a third party.

11       89.      A method as claimed in claim 88, wherein said token is an RFID token and said  
12       token detector is an RFID transceiver.

13       90.      A venue claims terminal for enabling third-party purchases, said venue claims  
14       terminal comprising:

15               a processor;

16               a display device coupled to said processor;

17               at least one memory coupled to said processor; and

18               at least one network interface coupled to said processor, said at least one network  
19       interface in communication with a server;

20               wherein said memory contains computer-readable instructions for said processor

21       to:

1                   (a) receive, from said server, an instruction to provide at least one product or  
2                   service for a recipient in person, said instruction comprising data identifying at least said  
3                   recipient and said product or service; and

4                   (b) display, on said display device, said data identifying at least said recipient and  
5                   said product or service.

6       91.       A venue claims terminal as claimed in claim 90, wherein said memory further  
7                   contains computer-readable instructions for said processor to permit a user to indicate  
8                   that said product or service has been provided to said recipient.

9       92.       An automated marketing campaign method comprising:

10                  establishing or accessing a plurality of profiles corresponding to a plurality of  
11                  users, each said profile comprising a plurality of data items relating to said corresponding  
12                  user, said data items including at least one messaging address for said user;  
13                  permitting a third party to specify at least one desired value for at least one of said  
14                  data items;

15                  sending an electronic message to said at least one messaging address of each  
16                  profile containing said at least one desired value for at least one of said data items.

17       93.       A method as claimed in claim 92, wherein said data items further include result  
18                  data from a survey or campaign to which said user has responded.

19       94.       A method as claimed in claim 92, wherein said data items further include  
20                  purchase history data from at least one merchant.

21       95.       A method as claimed in claim 92, wherein said messaging address is selected  
22                  from the group consisting of: an email address, a telephone number, a pager number, an  
23                  SMS address, and an MMS address.

1       96.     A method as claimed in claim 92, further comprising permitting said third party to  
2     select at least one functional campaign block from a set of WHO functional campaign  
3     blocks comprising blocks selected from the group consisting of: external initiation,  
4     internal initiation via profile construction, internal initiation via end user event, and  
5     internal initiation via specific users.

6       97.     A method as claimed in claim 92, further comprising permitting said third party to  
7     select at least one functional campaign block from a set of WHEN functional campaign  
8     blocks comprising blocks selected from the group consisting of: one-time, repeated at  
9     intervals, ongoing , date range, and phased date range.

10      98.     A method as claimed in claim 92, further comprising permitting said third party to  
11    select at least one WHAT functional campaign block from a set of WHAT functional  
12    campaign blocks comprising blocks selected from the group consisting of: 1-way  
13    broadcast, 2-way broadcast, encoded form, “use during purchases” coupon, and “redeem  
14    at venue” coupon.

15      99.     An automated marketing campaign method comprising:  
16           establishing or accessing a plurality of profiles corresponding to a plurality of  
17    users, each said profile comprising a plurality of data items relating to said corresponding  
18    user;

19           permitting a third party to specify at least one desired value for at least one of said  
20    data items;

21           initiating a marketing or advertising activity directed at the users corresponding to  
22    the profiles containing said at least one desired value for at least one of said data items.

1       100. A method as claimed in claim 99, wherein said marketing or advertising activity  
2       is selected from the group consisting of: sending an electronic message to said user,  
3       sending a postal mailing to said user, telephoning said user, sending a coupon to said  
4       user, and sending a URL or hyperlink to said user.

5       101. A method as claimed in claim 99, wherein said data items further include result  
6       data from a survey or campaign to which said user has responded.

7       102. A method as claimed in claim 99, wherein said data items further include  
8       purchase history data from at least one merchant.

9       103. A method as claimed in claim 99, further comprising permitting said third party to  
10      select at least one functional campaign block from a set of WHO functional campaign  
11      blocks comprising blocks selected from the group consisting of: external initiation,  
12      internal initiation via profile construction, internal initiation via end user event, and  
13      internal initiation via specific users.

14      104. A method as claimed in claim 99, further comprising permitting said third party to  
15      select at least one functional campaign block from a set of WHEN functional campaign  
16      blocks comprising blocks selected from the group consisting of: one-time, repeated at  
17      intervals, ongoing , date range, and phased date range.

18      105. A method as claimed in claim 99, further comprising permitting said third party to  
19      select at least one functional campaign block from a set of WHAT functional campaign  
20      blocks comprising blocks selected from the group consisting of: 1-way broadcast, 2-way  
21      broadcast, encoded form, “use during purchases” coupon, and “redeem at venue” coupon.

22      106. An automated marketing campaign method comprising:  
23                    permitting a third party to specify at least one event;

1 continually accessing a plurality of profiles corresponding to a plurality of users,  
2 each said profile comprising a plurality of data items relating to said corresponding user,  
3 said data items including data indicating whether or not said event has occurred for said  
4 corresponding user; and

5 initiating a marketing or advertising activity directed at a user whose profile  
6 indicates that said event has occurred for said corresponding user.

7 107. A method as claimed in claim 106, wherein said event is selected from the group  
8 consisting of: initiating a purchase transaction, completing a purchase transaction,  
9 completing a predetermined number of purchase transactions, being a recipient in a  
10 purchase transaction, providing a predetermined response to a survey or on an encoded  
11 form, having a token detector at a venue detect the presence of a token corresponding to  
12 said individual, completing a registration, completing a marketing registration, and  
13 activating an account by making a first purchase.

14 108. A method as claimed in claim 106, wherein said marketing or advertising activity  
15 is selected from the group consisting of: sending an electronic message to said user,  
16 sending a postal mailing to said user, telephoning said user, sending a coupon to said  
17 user, and sending a URL or hyperlink to said user.

18 109. An automated marketing campaign method comprising:

19 establishing or accessing a plurality of profiles corresponding to a plurality of  
20 users, each said profile comprising a plurality of data items relating to said corresponding  
21 user;

22 permitting a third party to specify (a) profile criteria for the users at whom a  
23 marketing campaign will be directed based on at least one data item in said profiles, (b)

1 time criteria corresponding to the frequency and/or duration at which the marketing  
2 campaign or a portion of the marketing campaign will take place, and (c) a marketing or  
3 advertising activity to perform; and

4 initiating said marketing or advertising activity based on said profile criteria and  
5 time criteria.

6 110. A method as claimed in claim 109, wherein said marketing or advertising activity  
7 is selected from the group consisting of: sending an electronic message to said user,  
8 sending a postal mailing to said user, telephoning said user, sending a coupon to said  
9 user, and sending a URL or hyperlink to said user.

10 111. A method as claimed in claim 109, wherein said data items further include result  
11 data from a survey or campaign to which said user has responded.

12 112. A method as claimed in claim 109, wherein said data items further include  
13 purchase history data from at least one merchant.

14 113. An automated marketing campaign method comprising:

15 permitting a third party to specify (a) an event, the occurrence of which will  
16 initiate a marketing or advertising activity, (b) time criteria corresponding to the  
17 frequency and/or duration at which the marketing or advertising activity will take place,  
18 and (c) the marketing or advertising activity to perform;

19 continually accessing a plurality of profiles corresponding to a plurality of users,  
20 each said profile comprising a plurality of data items relating to said corresponding user,  
21 said data items including data indicating whether or not said event has occurred for said  
22 corresponding user; and

1           initiating said marketing or advertising activity based on said profile criteria and  
2 time criteria.

3       114. A method as claimed in claim 113, wherein said event is selected from the group  
4 consisting of: initiating a purchase transaction, completing a purchase transaction,  
5 completing a predetermined number of purchase transactions, being a recipient in a  
6 purchase transaction, providing a predetermined response to a survey or on an encoded  
7 form, and having a token detector at a venue detect the presence of a token corresponding  
8 to said individual.

9       115. A method as claimed in claim 113, wherein said marketing or advertising activity  
10 is selected from the group consisting of: sending an electronic message to said user,  
11 sending a postal mailing to said user, telephoning said user, sending a coupon to said  
12 user, and sending a URL or hyperlink to said user.

13       116. A method of enabling a third-party purchase, said method comprising:  
14           receiving an instruction from a purchaser to purchase at least one product or  
15 service for a prospective recipient at a venue designated to provide said product or  
16 service to said recipient in person, said instruction comprising data identifying at least  
17 said recipient, said product or service, and said venue; and  
18           sending to said recipient a message including at least one data type selected from  
19 the group consisting of: text, audio, video, image, multimedia, SMS, and MMS message.

20       117. A method of enabling a third-party purchase, said method comprising:  
21           receiving an instruction from a purchaser to purchase at least one product or  
22 service for a prospective recipient at a venue designated to provide said product or

1 service to said recipient in person, said instruction comprising data identifying at least  
2 said recipient, said product or service, and said venue; and  
3 receiving from said purchaser a message to deliver to said recipient, said message  
4 including at least one data type selected from the group consisting of: text, audio, video,  
5 image, multimedia, SMS, and MMS message.

6 118. A system for enabling third-party purchases, said system comprising:  
7 a processor;  
8 at least one memory coupled to said processor; and  
9 at least one network interface coupled to said processor, said at least one network  
10 interface in communication with a first communications device and a second  
11 communications device;  
12 wherein said memory contains computer-readable instructions for said processor  
13 to:  
14 (a) receive an instruction from a purchaser to purchase at least one product or  
15 service for a prospective recipient at a venue designated to provide said product or  
16 service to said recipient in person, said purchase instruction comprising data identifying  
17 at least said recipient, said product or service, and said venue;  
18 (b) send, to said venue, data identifying at least said recipient and said product or  
19 service;  
20 (c) store a list of venues and an associated set of venue data corresponding to each  
21 said venue, said venue data comprising a plurality of data items for each said venue;  
22 (d) permit said purchaser to provide data; and

(e) update at least one said data item based on said data provided by said purchaser.

3        119. A system as claimed in claim 118, wherein said memory further contains  
4        computer-readable instructions for said processor to determine the geographic position of  
5        at least one purchaser or recipient by identifying the presence of said purchaser or  
6        recipient at one of said venues when a token detector at said venue detects the presence of  
7        said token corresponding to said purchaser or recipient.

8 120. A system for enabling third-party purchases, said system comprising:

9 a processor;

10 at least one memory coupled to said processor; and

11 at least one network interface coupled to said processor, said at least one network  
12 interface in communication with a first communications device and a second  
13 communications device;

14 wherein said memory contains computer-readable instructions for said processor

15 to:

16 (a) receive an instruction from a purchaser to purchase at least one product or  
17 service for a prospective recipient at a venue designated to provide said product or  
18 service to said recipient in person, said purchase instruction comprising data identifyin  
19 at least said recipient, said product or service, and said venue;

20 (b) send, to said venue, data identifying at least said recipient and said product or  
21 service;

22 (c) establish or access a plurality of profiles corresponding to a plurality of users,  
23 each said profile comprising a plurality of data items relating to said corresponding user;

1                   (d) permit a third party to specify (i) profile criteria for the users at whom a  
2                   marketing campaign will be directed based on at least one data item in said profiles, (ii)  
3                   time criteria corresponding to the frequency and/or duration at which the marketing  
4                   campaign or a portion of the marketing campaign will take place, and (iii) a marketing or  
5                   advertising activity to perform; and

6                   (e) initiate said marketing or advertising activity based on said profile criteria and  
7                   time criteria.

8       121. A system as claimed in claim 120, wherein said memory further contains  
9                   computer-readable instructions for said processor to determine the geographic position of  
10          at least one purchaser or recipient by identifying the presence of said purchaser or  
11          recipient at one of said venues when a token detector at said venue detects the presence of  
12          said token corresponding to said purchaser or recipient.

13       122. A system for enabling third-party purchases, said system comprising:

14                   a processor;

15                   at least one memory coupled to said processor; and

16                   at least one network interface coupled to said processor, said at least one network  
17          interface in communication with a first communications device and a second  
18          communications device;

19                   wherein said memory contains computer-readable instructions for said processor

20          to:

21                   (a) receive an instruction from a purchaser to purchase at least one product or

22          service for a prospective recipient at a venue designated to provide said product or

1 service to said recipient in person, said purchase instruction comprising data identifying  
2 at least said recipient, said product or service, and said venue;  
3 (b) send, to said venue, data identifying at least said recipient and said product or  
4 service;  
5 (c) permit a third party to specify (i) an event, the occurrence of which will  
6 initiate a marketing or advertising activity, (ii) time criteria corresponding to the  
7 frequency and/or duration at which the marketing or advertising activity will take place,  
8 and (iii) the marketing or advertising activity to perform;  
9 (d) continually access a plurality of profiles corresponding to a plurality of users,  
10 each said profile comprising a plurality of data items relating to said corresponding user,  
11 said data items including data indicating whether or not said event has occurred for said  
12 corresponding user; and  
13 (e) initiate said marketing or advertising activity based on said profile criteria and  
14 time criteria.

15 123. A system as claimed in claim 122, wherein said memory further contains  
16 computer-readable instructions for said processor to determine the geographic position of  
17 at least one purchaser or recipient by identifying the presence of said purchaser or  
18 recipient at one of said venues when a token detector at said venue detects the presence of  
19 said token corresponding to said purchaser or recipient.

20